

February 25, 2014 Minutes of the  
JTDA Regular Meeting  
Jonesville Welcome Center  
10:30 am

Presiding Anita Darnell

Attendance: Anita Darnell, Scott Buffkin, Debra Clark, Vanessa Caudill, Gene Pardue,  
Danny Lewis and Pat Benton.

Staff: Glenda Gilliam

Angie Chandler, Executive Director **Blue Ridge National Heritage Area**  
Melinda Young, Signage Coordinator

Anita welcomed everyone and opened the meeting with a request to review and an approval of the January 27, 2014 minutes, Scott Buffkin made the motion to approve the minutes and Gene Pardue seconded the motion. Unanimous Vote

Scott presented copies of the financial report for January 2014 and reviewed the Revenue Line Items and Appropriations Line Items. Danny made the motion to approve the financial report and motion was seconded by David seconded the motion. Unanimous vote.

Anita discussed the Billboards and reminded the members that Cathy from Douglas Signs is waiting on pictures and logos for signs on I-77 and the one on 421. She had spoke with Mr. Keith Hall about using some of his photos and agreed to call him and see if he could attend the next meeting **March 6, 2014 at 2:00 (special call meeting)** to present some of his photos and give us ideas.

Angie Chandler, Executive Director and Melinda Young, signage Coordinator of Blue Ridge National Heritage Area informed the Board of the grant funding that the BRNHA received from the NC Dept of Transportation and Partner Organizations across the region to develop a region wide system of interpretive signage to raise awareness of the National Heritage Area Designation and help increase visitation and deepen appreciation for the National significance of our region's heritage. The project will include a total of 66 signs, most of which will be installed at the Heritage sites throughout the region. The project is slated for completion in mid summer 2014. The kiosk and one side is funded by the BRNHA and the Board discussed the cost for a 2 sides on the kiosk or 3. The cost for fabrication for 2 is 5,000 and 3 is 7500. Scott agreed to meet with Leslie Schlender,

Economic Development Director for the Town of Elkin to see if the money is still available from the Yadkin Valley Heritage Corridor. Vanessa made a motion to let Scott proceed with the project and meet with Leslie to see if the money is still available and go with the 2 sided at a cost of 5,000 and motion was seconded by Danny. Unanimous Vote

The Blue Ridge Parkway Guide renewal was discussed and the Board decided that the Guide was not the best advertising for Jonesville and the money could be better spent in other advertising to reach more people, Vanessa made the motion to not renew the ad and Danny seconded the motion. Unanimous Vote

The Profile Display contract is up for renewal on October 10, 2014 and must be given 90 days notice of cancellation. Danny made the motion not to renew and give them and 90 day notice and Debra seconded the motion. Unanimous Vote. Anita said she would compose a letter of cancellation notice and bring to the March 24, meeting.

### **Old Business**

Danny reported that Guy Brown would be starting his work on the Greenway in the next 2 months.

### **New Business**

Pat discussed the plans for a draw down May 3 Jubilee, she has reserved the Senior Center for the evening and contacted Port a Pit Chicken to reserve orders for the Chicken plates. After discussion on price and details of the drawdown it was a unanimous decision to charge \$30.00 per ticket and one plate per ticket, and aim for selling 200 tickets with the prize of 2,500.

Danny made the motion to adjourn the meeting and was seconded by Gene. The next meeting is scheduled for March 25, 2014 at 10:30 am.